



## FIBEP Monitoring Companies Revamp for Modern Insight Services

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Transformation for FIBEP compounded in Krakow during the 45th Congress from 3-6 October. The congress, hosted by Polish FIBEP member IMM (Institute of Media Monitoring), offered a unique programme based on the theme of Transformation: Internal Quality for External Excellence, a sure sign that FIBEP is striving to remain at the forefront of the emerging trend for integrated monitoring, measurement and engagement. This years programme moved away from the previously more traditional programmes offered by FIBEP Congresses and instead consisted of ten workshops led by FIBEP members, which challenged attendees to look towards the future and discover new ways of developing and driving forward the media intelligence industry. Records are made to be broken and the Congress in Krakow really raised the bar for the next Congress, which will take place in Dubai in 2014. The largest attendance yet, this congress hosted almost 150 persons from over 75 different companies from almost 40 different countries; the highest ever number of speakers (almost 40) and the highest yet number of sponsors and vendors. Last but not least, the Krakow Congress welcomed the most industry partners ever present at a FIBEP Congress including social media monitoring specialist companies such as Brandwatch, Radian6 and Trendiction and measurement experts from AMEC- a clear reflection of FIBEPs intention to evolve and widen its services and embrace new members into its big family. World renowned speakers such as Katie Paine, CMO at News Group International, shared with FIBEP members breakthrough news about standards for social media measurement. Paine presented the new proposed structure for social media measurement standards, the result of a global collaboration of leading PR firms, measurement experts, industry partners and decision makers. For the very first time, FIBEP members finally have a revolutionary framework for social media measurement standards and can only hope that when finalized by June 2013, it will provide industry players with the right tools to facilitate companies, brands and agencies better to understand and measure social media. Continuing the theme of looking forward, a great part of the professional agenda included futurist Gerd Leonhard, author and CEO of the Futures Agency, who gave his own perspective on how FIBEP members can transform from monitoring to insights. Gerd's presentation not only confirmed what FIBEP members know about keeping up with the pace of technology and innovation, but also offered a unique perspective about the future of media as being social, local and mobile - SoLoMo. Moreover, the FIBEP family grew even more with seven new companies being accepted for membership raising the total number to almost 90 members from more than 40 countries around the world. The FIBEP Executive Committee also welcomed two new Vice Presidents: Boštjan Vilcnik, Press Clipping, Slovenia and Aseem Sood, Impact Research Measurement Pvt. Ltd, India. FIBEP members proved that when the time is right, major decisions will be made to define the next steps and future goals both for the organisation and the media monitoring industry. FIBEP members approved changes in statutes to allow a more diverse cross section of companies to join the association and agreed to open a discussion for a possible merger with AMEC (International Association for the Measurement and Evaluation of Communication). The Congress in Krakow signalled that change is already upon us and until the next congress in Dubai in 18 months, FIBEP has a great challenge ahead to embrace and implement these changes and cope with the expectations of "futurist FIBEP".  
About FIBEP: FIBEP is the worlds largest association for media intelligence and communications insight. Founded in 1953 in Paris, the FIBEP Secretariat is now based in Brussels, Belgium. The current membership holds close to 90 members in 44 countries. FIBEP provides customers in all business, governmental and non-governmental sectors with media monitoring and analysis services that are critical to good decision making and optimal business performance.  
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FIBEP unites a wide range of companies, located worldwide, which serve their clients with tailor-made press monitoring and analysis solutions. FIBEP members work to their clients' requirements, often within strict parameters, helping them manage their press relations. FIBEP holds a 4-day congress, usually in the country of one of its members. Member firms attending FIBEP Congresses are represented by their owners and top managers. This unique concentration of decision-makers sharing the most valuable accumulation of know-how in our industry guarantees fruitful discussions and promotes long term personal and business relationships for all participants. Through work groups, workshops, reports and discussion circles, members examine current market and economic problems related to corporate and marketing issues. Usually, the host member company organises an interesting and attractive programme of activities and sightseeing, as an agreeable addition to the formal meeting. Overall, FIBEP can be considered to function as a transfer centre, generating ideas for the benefit of our industry.